

**CLAIMS**

We claim:

1. A method of advertising to a user of a terminal, comprising:  
displaying content on a bistable display;  
transmitting an indication of user inactivity;  
receiving an advertisement;  
displaying the advertisement on the display; and  
removing power to the display, wherein the advertisement remains on the display after power has been removed.
2. The method of claim 1 wherein the display is a bistable reflective display.
3. The method of claim 1 further comprising:  
receiving the content; and  
detecting a predetermined period of user inactivity with respect to the content.
4. The method of claim 3 wherein the content and advertisement are received via the Internet.
5. The method of claim 3 wherein the content and advertisement are received via a DVB-T receiver.
6. The method of claim 1 wherein the content is a page of an electronic book and further comprising:  
detecting a page turn at a particular time,

wherein the period of user inactivity begins with the time of the page turn and ends a predetermined time later.

7. The method of claim 1 wherein the advertisement remains on the display for an extended period of time after power has been removed.

8. The method of claim 1 further comprising:  
displaying a different advertisement on the display after a predetermined period of time.

9. The method of claim 1 wherein the advertisement replaces the content on the display.

10. The method of claim 1, further comprising:  
removing power to the display after displaying the content, wherein the content remains on the display after power has been removed.

11. The method of claim 1, further comprising:  
adding power to the display to clear the content and display the advertisement.

12. The method of claim 1 further comprising:  
transferring content to a second terminal.

13. The method of claim 12 further comprising:  
notifying an advertisement server of the content transfer.

14. The method of claim 13 wherein the advertisement server is notified via a content server.

15. The method of claim 13 wherein notifying the advertisement server of the content transfer includes transmitting an identification of the transferred content and the second terminal.

16. The method of claim 15 wherein the identification of the second terminal is an Internet protocol (IP) address.

17. The method of claim 1 further comprising:  
receiving information about other terminals that are in close proximity of the terminal; and  
transmitting the information to an advertisement server.

18. The method of claim 17 wherein the information about other terminals that are in close proximity of the terminal is received via a low power radio frequency connection.

19. The method of claim 18 wherein the connection is a Bluetooth connection.

20. A method of advertising comprising:  
receiving an advertisement at the time of downloading content;  
displaying the content on a bistable display;  
detecting user inactivity with respect to the content;  
displaying the advertisement on the display; and

removing power to the display, wherein the advertisement remains on the display after the power has been removed.

21. The method of claim 20 further comprising:

receiving a plurality of advertisements at the time of downloading content;

wherein the advertisement displayed is randomly selected from the plurality of advertisements.

22. The method of claim 20 wherein the display is a bistable reflective display.

23. The method of claim 20 further comprising:

receiving the content; and

detecting a predetermined period of user inactivity with respect to the content.

24. The method of claim 23 wherein the content and advertisement are received via the Internet.

25. The method of claim 23 wherein the content and advertisement are received via a DVB-T receiver.

26. The method of claim 20 wherein the content is a page of an electronic book and further comprising:

detecting a page turn at a particular time,

wherein the period of user inactivity begins with the time of the page turn and ends a predetermined time later.

27. The method of claim 20 wherein the advertisement remains on the display for an extended period of time after power to the display has been removed.
28. The method of claim 20 further comprising:  
displaying a different advertisement on the display after a predetermined period of time.
29. The method of claim 20 wherein the advertisement replaces the content on the display.
30. The method of claim 20, further comprising:  
removing power to the display after displaying the content, wherein the content remains on the display after power has been removed.
31. The method of claim 20, further comprising:  
adding power to the display to clear the content and display the advertisement.
32. The method of claim 20 further comprising:  
transferring content to a second terminal.
33. The method of claim 32 further comprising:  
notifying an advertisement server of the content transfer.
34. The method of claim 33 wherein the advertisement server is notified via a content server.

35. The method of claim 33 wherein notifying an advertisement server of the content transfer includes transmitting an identification of the transferred content and the second terminal.

36. The method of claim 35 wherein the identification of the second terminal is an Internet protocol (IP) address.

37. The method of claim 20 further comprising:  
receiving information about other terminals that are in close proximity of the terminal; and  
transmitting this information to an advertisement server.

38. The method of claim 37 wherein the information about other terminals that are in close proximity of the terminal is received via a low power radio frequency connection.

39. The method of claim 38 wherein the connection is a Bluetooth connection.

40. The method of claim 20 wherein the advertisement is a hyperlink on text.

41. A method of advertising to a user of a terminal having a bistable display, comprising:

storing content;

storing advertisements linked to the stored content;

receiving a request for content from the user terminal;

transmitting the requested content to the user terminal;

receiving an indication of user inactivity at the user terminal with respect to the requested content;

selecting an advertisement linked to the requested content; and

transmitting the selected advertisement to the user terminal for display.

42. The method of claim 41 wherein the advertisement is transmitted via the Internet.

43. The method of claim 41 wherein the advertisement is transmitted via a DVB-T transmitter.

44. The method of claim 41 wherein the advertisement is randomly selected from a plurality of advertisements.

45. The method of claim 41 wherein the advertisement is a hyperlink.

46. The method of claim 41 further comprising:  
receiving notice that the terminal has transferred content to a second terminal having a bistable display; and  
transmitting advertisements to the second terminal.

47. The method of claim 46 wherein the notice includes an identification of the transferred content and the second terminal.

48. The method of claim 46 wherein the advertisements are linked to the transferred content.

49. The method of claim 41 further comprising:

receiving information about other terminals that are in close proximity of the terminal; and

transmitting advertisements to the other terminals.

50. An apparatus for advertising, comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor

operative with the program to:

display content on a bistable display;

transmit an indication of user inactivity;

receive an advertisement;

display the advertisement on the display; and

remove power to the display, wherein the advertisement remains on the display after power has been removed.

51. An apparatus for advertising, comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor

operative with the program to:

receive an advertisement at the time of downloading content;

display the content on a bistable display;

detect user inactivity with respect to the content;

display the advertisement on the display; and



remove power to the display, wherein the advertisement remains on the display after the power has been removed.

52. A system for advertising to a user of a user terminal having a bistable display, comprising:

a memory device storing a program; and

a processor in communication with the memory device, the processor operative with the program to:

store content;

store advertisements linked to the stored content;

receive a request for content from the user terminal;

transmit the requested content to the user terminal;

receive an indication of user inactivity at the user terminal with respect to the requested content;

select an advertisement linked to the requested content; and

transmit the selected advertisement to the user terminal for display.